

## **Social Media Guide**

As Early Childhood Week (ECW) approaches, we'd like to share a few tips with you to help you reach the largest possible audience with your social media posts.

Be sure to follow the official Facebook, LinkedIn and Twitter accounts of the Collectif petite enfance before and during ECW. Lots of content will be posted for you to share with your own followers. Feel free to personalize these messages with your own thoughts.

### *Facebook*

@Collectifpetiteenfance

As some of our partners will be organizing activities as part of ECW, remember that you can create Facebook events in line with these activities. If you do, you'll want to clearly identify them as being associated with the ECW program. Once your event has been created, upload a post or two to invite people to like and follow you. After that, it's best if you post regularly on the event page to keep your audience's interest. And don't forget hashtags to help boost online visibility and tag the Collectif petite enfance so we can comment and like your events to help spread the word.

### *Twitter*

@CollectifPE

If your organization has a Twitter or Instagram account, be sure to use these platforms and include the relevant hashtags. Since there are multiple partners working together on this, we need a shared hashtag to connect all of our social media posts. In light of the goals and key messaging of ECW, we will be using **#earlychildhoodweek**, **#allinforallkids**, **#CollectifPetiteEnfance** and **#MakeEarlyChildhoodAPriority**. These hashtags encourage public dialogue, since they let us all participate in a single discussion on Twitter and Instagram. We also encourage you to post regular updates and even share your favourite quotes and ECW moments. And remember: tag the Collective petite enfance page so we can like your posts and pass them along.

### *LinkedIn*

@Collectif petite enfance

We are now on LinkedIn! You can use this platform to share your news and feedback about ECW events. It's also a great forum for longer content (up to 40,000 characters) and more in-depth articles. We encourage you to post articles related to your particular field of expertise in the early childhood development arena. LinkedIn posts are an excellent opportunity to position yourself and your organization as experts in the field and to draw attention to important issues affecting our littlest citizens. And, as always, be sure to tag the Collectif petite enfance so we can comment and like your post.

## Visuals

We have come up with a variety of images and graphics available in the Communications Tools section of the ECW website. These resources include a cover photo for your Facebook page as well as a number of different made-for-social media visuals. Add them to your Facebook, LinkedIn and Twitter posts to make them more attention-getting.

## A few final thoughts

**Keep your posts short** to be successful on all social media platforms. Adopt an **engaging, conversational tone** that appeals to your followers. Include a **call to action** wherever possible. For example, ask them to visit the [ECW](#) website. Be sure to check your page analytics to find out the **best hours to post**. If you're not sure about timing, morning posts are usually a safe bet. Lastly, **be careful how many times you post a day**. For Facebook and LinkedIn, two posts per day should be your limit. For Twitter, feel free to post as much as you like — it won't affect your reach.

Thanks and have a wonderful Early Childhood Week!